

ORDER



Orders
Order / Rev: 726634
Alt Order #: 06402746
Product Desc: INDEPENDENCE VA PAC
Estimate:
Flight Dates: 10/29/12 - 11/11/12
Original Date / Rev: 11/02/12 / 11/02/12
Order Type: Political

WUSA

Primary AE: Alex Lavin
Sales Office: T-LA
Sales Region: NAT

Agency Name: Target Enterprises/ POL
Buying Contact:
Billing Contact:
 15260 Ventura Blvd, Suite 1240
 Sherman Oaks, CA 91403

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser Name: Independence Virginia PAC
Demographic: A35+
Product Codes: PL-State/Local Misc
Priority: P-5
Revenue Codes: AGY, GEN, POL

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/29/12	11/11/12	12	\$247,000.00	\$209,950.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
November 2012	12	\$247,000.00	\$209,950.00	57.80
Totals	12	\$247,000.00	\$209,950.00	57.80

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Alex Lavin			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WUSA	11/02/12	11/02/12	Fri Prime C Blue Bloods	CM	10-11P	----F--	:30	1	\$25,000.00	P-1	5.50	NM	1	\$25,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	----F--		1				\$25,000.00		5.50			
E 2	WUSA	11/03/12	11/03/12	NCAA Football Prime NCAA Football Prime	CM	8-11p	-----S-	:30	2	\$16,000.00	P-1	5.00	NM	2	\$32,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-----S-		2				\$16,000.00		5.00			
E 3	WUSA	11/04/12	11/04/12	NFL Football Game #1 NFL Football Game #1	CM	NFL Football Gam (1:00 PM-4:00 PM)	-----S	:30	1	\$40,000.00	P-1	6.00	NM	1	\$40,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-----S		1				\$40,000.00		6.00			
E 4	WUSA	11/04/12	11/04/12	NFL Football Game #2 NFL Football Game #2	CM	NFL Football Gam (4:00 PM-7:00 PM)	-----S	:30	2	\$40,000.00	P-1	9.00	NM	2	\$80,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-----S		2				\$40,000.00		9.00			
E 5	WUSA	10/29/12	11/11/12	9 News @ 11p 9 News @ 11p	CM	M-Su 11-1135p	MTWTFSS	:30	1	\$5,000.00	P-1	2.20	NM	2	\$10,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	MTWTFSS		1				\$5,000.00		2.20			
Week:		11/05/12	11/11/12	MTWTFSS		1				\$5,000.00		2.20			
E 6	WUSA	11/04/12	11/04/12	CBS Sunday Morning CBS Sunday Morning	CM	9-1030a	-----S	:30	2	\$5,000.00	P-1	2.40	NM	2	\$10,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			

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WUSA

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
E 6	WUSA	11/04/12	11/04/12	CBS Sunday Morning CBS Sunday Morning	CM	9-1030a	-----S	:30	2	\$5,000.00	P-1	2.40 NM	2	\$10,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
	Week:	10/29/12	11/04/12	-----S		2			\$5,000.00		2.40			
E 7	WUSA	11/02/12	11/02/12	Fri Prime B CSI: NY	CM	9-10P	----F--	:30	1	\$20,000.00	P-1	4.10 NM	1	\$20,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
	Week:	10/29/12	11/04/12	----F--		1			\$20,000.00		4.10			
E 8	WUSA	11/04/12	11/04/12	Sun Prime D The Mentalist	CM	10-11P	-----S	:30	1	\$30,000.00	P-1	5.00 NM	1	\$30,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
	Week:	10/29/12	11/04/12	-----S		1			\$30,000.00		5.00			
Totals													12	\$247,000.00